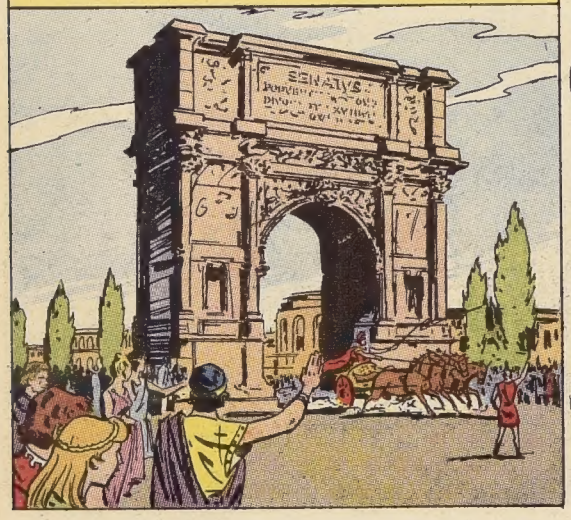
THE WARRIOR and the Slave Girl

A THRILL-PACKED STORY OF THE REVOLT OF THE GLADIATORS AGAINST THE MIGHT OF IMPERIAL ROME

CONDENSED FROM THE COLUMBIA PICTURES PRODUCTION IN FLAMING COLOR

IMPERIAL ROME WAS MISTRESS OF ALL THE KNOWN WORLD! IN EVERY COUNTRY, TOWN AND VILLAGE HER WILL WAS ENFORCED BY HER IRRESISTIBLE LEGIONS...



...EXCEPT IN ARMENIA WHERE ASCLEPIUS, A SLAVE GLADIATOR, HAS DARED CHALLENGE THE MIGHT OF ROME TO WIN FREEDOM FOR HIS DOWNTRODDEN PEOPLE.

THERE, ROME SENT THE HANDSOME, DARING TRIBUNE, MARCUS NUMIDIUS, WITH ORDERS TO CRUSH THE REVOLT. HE AND HIS TROOPS RAID THE REBELS' MOUNTAIN HIDEOUT, FREE THE ROMAN PRISONERS AND CAPTURE ASCLEPIUS.

AMONG THE CAPTIVES ARE TWO BEAUTIFUL GIRL WARRIORS, ZAHAR AND HARMODIA...

YOU RESCUED US JUST IN TIME, MARCUS!

LET US HOPE WE HAVE TAUGHT THESE PEOPLE THE FOLLY OF REBELLING AGAINST THEIR LAWFUL RULERS!

THE CAPTIVES ARE THROWN INTO THE CITY'S DUNGEONS TO AWAIT SLAVERY OR DEATH...

...WHILE MARCUS GOES TO THE PALACE TO PAY HIS RESPECTS TO THE ROMAN GOVERNOR, PRINCESS AMIRA AND THE BOY-KING OF ARMENIA.

LET ME WARN YOU, MARCUS, THE PRINCESS AMIRA IS PLOTTING TO TAKE THE KINGDOM FROM THE BOY. SHE IS AS DANGEROUS AS SHE IS BEAUTIFUL... BE ON YOUR GUARD.

SO! PERHAPS THIS DUTY WILL NOT BE SO DULL AFTER ALL!

AMIRA IS ATTRACTED TO THE HANDSOME TRIBUNE AND USES ALL HER BEAUTY AND CHARM TO INFLUENCE MARCUS, AS HER CO-CONSPIRATOR, BURKALLA, EAVESDROPS...

THE BOY IS SICKLY. HE IS NOT STRONG ENOUGH TO BE KING! THAT IS WHY THE PEOPLE ARE REBELLIOUS. SURELY ROME WOULD RATHER HAVE A POWERFUL RULER ON THE THRONE.

BUT MARCUS WANTS TO SEE FOR HIMSELF. HE VISITS THE DUNGEONS WHERE THE REBEL PRISONERS ARE HELD. THERE HE IS TAUNTED BY ASCLEPIUS...

IS THIS WHAT YOU CALL ROMAN JUSTICE? LOOK WELL, ROMAN—PEOPLE TORTURED AND ENSLAVED BECAUSE THEY WILL NOT BOW DOWN TO A TYRANT WHO PLOTS TO KILL OUR RIGHTFUL KING!

STUNG BY ASCLEPIUS' ACCUSATION AND TO PROVE THAT ROMAN LAWS ARE JUST, MARCUS SETS THE PRISONERS FREE...ALL EXCEPT THE GIRL ZAHAR...

BRING THIS ONE TO ME AT THE PALACE... SHE'S A LITTLE SPITFIRE. IT WILL BE AMUSING TO TAME HER!

BEWARE ROMAN—ARMENIAN KNIVES CUT DEEPLY IN THOSE WE HATE!

ROME'S GOVERNOR ARRANGES A BIG GLADIATORIAL SHOW TO DIVERT THE PEOPLE. ASCLEPIUS IS SCHEDULED TO FIGHT THE ROMAN CHAMPION BART.

CONVINCED ASCLEPIUS MUST DIE TO PREVENT A REVOLT OF THE GLADIATORS, AMIRA, AT THE LAST MOMENT SENDS A FIERCE NUBIAN LION INTO THE ARENA AGAINST ASCLEPIUS!

ASCLEPIUS WILL BE KILLED!

TREACHERY!

BUT ASCLEPIUS KILLS THE HUGE BEAST AND THE ENRAGED PEOPLE TURN AGAINST PRINCESS AMIRA. GLADIATORS AND THE FREED PRISONERS FIGHT A FIERCE BATTLE WITH THE SMALL ROMAN GARRISON AND THE PALACE GUARD.

THE OUTNUMBERED GARRISON IS QUICKLY OVERCOME. THE VICTORIOUS REBELS TAKE TO THE MOUNTAINS... MARCUS IS CAPTURED AND DRAGGED ALONG WITH THEM.

AT THE REBELS' CAMP ASCLEPIUS' WIFE PLEADS FOR MARCUS' RELEASE...

HE IS A JUST MAN—HE RELEASED THE PRISONERS. HE WILL SEE THAT AMIRA IS PUNISHED.

I WILL LET HIM GO—BUT I WILL KILL ALL THE ROMAN CAPTIVES IF HE DOES NOT KEEP HIS WORD!

IN THE MEANTIME, BACK AT THE PALACE, ZAHAR, NOW THE PERSONAL ATTENDANT TO THE BOY-KING, DISCOVERS THAT PRINCESS AMIRA HAS POISONED THE CHILD...

HE'S NEAR DEATH! IF I CAN GET HIM TO DRINK THIS SECRET HERB IT MIGHT SAVE HIS LIFE!

ZAHAR'S MEDICINE DOES WORK, BUT LEAVES THE BOY IN A COMA... ZAHAR PRETENDS HE IS DEAD. HIS BODY IS PLACED IN THE TOMB OF THE KINGS WHERE SHE WATCHES OVER IT...

THE CHILD IS SAFE HERE FOR A WHILE—OH, WHERE IS MARCUS? ONLY HE CAN SAVE US!

MARCUS, FREED BY ASCLEPIUS, ARRIVES AT THE PALACE JUST AS AMIRA IS BEING CROWNED QUEEN...WITH THE CONNIVANCE OF HER SCYTHIAN ALLIES...

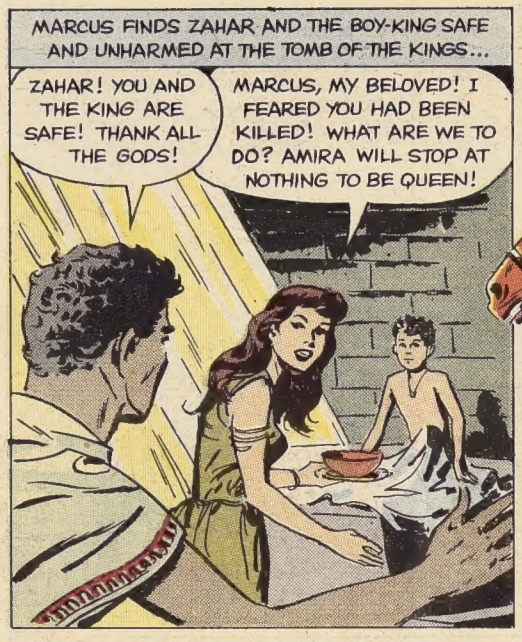
STOP! IN THE NAME OF IMPERIAL ROME I FORBID HER CORONATION! SHE HAS NO RIGHT TO THE THRONE OF ARMENIA!

GUARDS! ARREST HIM—THROW HIM IN THE DUNGEON!

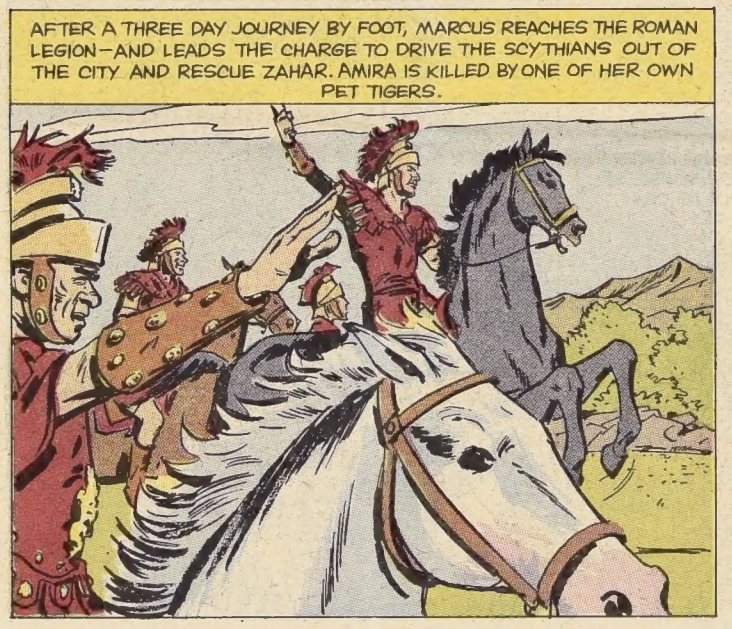
WHEN MARCUS' FRIEND, LUCANUS, FEARS HE HAS BEEN IMPRISONED, HE RUSHES TO RESCUE HIM. HE KILLS TWO OF THE SENTRIES, THEN BATTERS DOWN THE DOOR TO MARCUS' CELL...

FREED, MARCUS JOINS LUCANUS IN FIGHTING OFF THE SCYTHIAN GUARDS...

MARCUS MAKES GOOD HIS ESCAPE, NOT KNOWING HIS FRIEND HAS BEEN MORTALLY WOUNDED...


MARCUS FINDS ZAHAR AND THE BOY-KING SAFE AND UNHARMED AT THE TOMB OF THE KINGS...
ZAHAR! YOU AND THE KING ARE SAFE! THANK ALL THE GODS!
MARCUS, MY BELOVED! I FEARED YOU HAD BEEN KILLED! WHAT ARE WE TO DO? AMIRA WILL STOP AT NOTHING TO BE QUEEN!

THE SCYTHIANS CAPTURE ZAHAR AND TAKE HER TO AMIRA, WHO LASHES HER WITH INSANE FURY AND DOOMS HER TO BE BURNED AT THE STAKE!
LET US SEE IF YOUR LOVER CAN RESCUE YOU NOW!


AFTER A THREE DAY JOURNEY BY FOOT, MARCUS REACHES THE ROMAN LEGION—AND LEADS THE CHARGE TO DRIVE THE SCYTHIANS OUT OF THE CITY AND RESCUE ZAHAR. AMIRA IS KILLED BY ONE OF HER OWN PET TIGERS.

IN THE FIERCE BATTLE, ASCLEPIUS, WHO HAS FOUGHT WITH HIS REBEL BAND BESIDE THE ROMANS, IS KILLED. MARCUS, ZAHAR AND THE BOY-KING SADLY WATCH AS ROME PAYS FULL HONOR TO THE SLAIN GLADIATOR HERO.

NOW—SEE THE THRILLING MOTION PICTURE IN COLOR "THE WARRIOR AND THE SLAVE GIRL"—A COLUMBIA PICTURE

$10.50 PER THOUSAND
INCLUDING FOLDING

3 LINE IMPRINT EXTRA
$3.50 — FIRST THOUSAND
$2.50 EACH ADDITIONAL THOUSAND

WITH IMPRINT

1000 — $14.00	4000 — $53.00
2000 — $27.00	5000 — $66.00
3000 — $40.00	10,000 — $131.00

YOUR IMPRINT HERE

Mail Your Check or Money Order With Imprint Instructions — Theater, Playdates, Etc., TO:
JOHNSTONE & CUSHING, 137 EAST 57th ST., NEW YORK, N. Y.
SHIPMENTS F. O. B. BUFFALO, N. Y. — EXPRESS CHARGES COLLECT

BY JOHNSTONE & CUSHING, 137 EAST 57th ST., N.Y.C.

THE WARRIOR AND
THE SLAVE GIRL

Ad No. 504—935 Lines

ALSO AVAILABLE
AS A 2-COLOR MAT

Ad No. 504-2X—935 Lines

SELLING AIDS

TEASER TRAILERS

Two separate teaser trailers—A and B— for use in advance of your regular National Screen trailer and for cross-plugging. Order from the Exploitation Department, Columbia Pictures Corp., 711 Fifth Avenue, New York 22, N. Y.

LOBBY DISC and SCREEN SELL

Here is a two-sided transcription carrying a running commentary on the picture for your Lobby Sell and, on the flip side, a fanfare of Roman trumpets interspersed with short plug announcements. These two sides are 78 RPM. The transcription is available on request to the Exploitation Department, Columbia Pictures Corp., 711 Fifth Avenue New York 22, N. Y.

TV TRAILERS

One minute and twenty-second television trailers permit local announcer to tag on theater and playdate information; trailers have a final frame freeze for superimposed visual credits, if desired. Order your TV trailers direct from the Exploitation Department, Columbia Picture Corp., 711 Fifth Ave., New York 22, N. Y.

TWO TELOPS:

Style A is a 10 second spot with identification shared by the TV station. Style B is intended to carry theater and playdate imprint only. Price for each telop: $7.50 with imprint; $5.00 without imprint; $2.00 for each additional slide or telop. Specify telop and copy when you order from QQ Title Card Co., 247 West 46th Street, New York 36, N. Y.

RADIO SPOTS

A variety of one minute, thirty, twenty and ten second radio spot announcements are available on the picture. All spots are recorded on a single transcription which will be sent on request to: Exploitation Department, Columbia Pictures Corp., 711 Fifth Avenue, New York 22, N. Y.

GIANT DISPLAY

See page 10 of this pressbook for complete details.

SPECIAL KIT

A special promotion kit, prepared for exhibitors and containing an expanded variety of exploitation and publicity ideas for "The Warrior and The Slave Girl," is available on request from the Exploitation Department, Columbia Pictures, 711 Fifth Avenue, New York 22, N. Y.

THE GIANT SCREEN TREMBLES WITH TUMULT AND TYRANNY! THE MIGHT AND MAGNIFICENCE OF MANKIND'S MOST SINFUL AGE!

CAST OF THOUSANDS!

GORGEOUS EASTMAN COLOR!

STUNNING SPECTACLE!
FABULOUS SIGHTS TO SEE AND MARVEL AT!

SEE! Dungeon Of A Thousand Despairs!

SEE! Pagan Love In An Age Of Pleasure!

SEE! Poison Plot Of A Sinful Queen!

SEE! Jealous Empress Puts Slave Girl To The Stake!

THE WARRIOR and the Slave Girl

starring GIANNA MARIA CANALE · GEORGES MARCHAL · ETTORE MANNI

IN SUPERCINESCOPE · A COLUMBIA RELEASE

COLUMBIA PRESSBOOK

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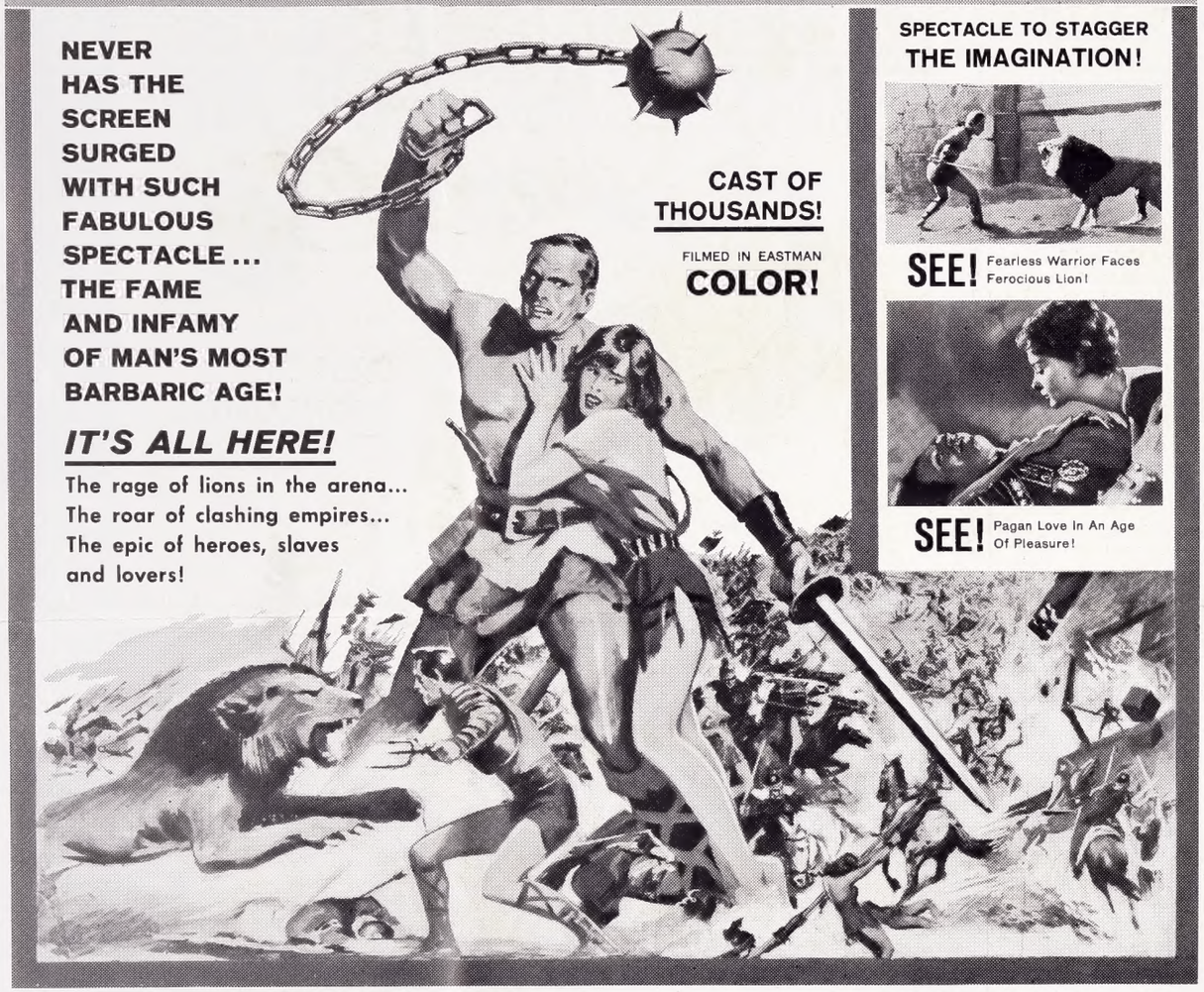
PB#35/5

THE WARRIOR and the Slave Girl



NEVER HAS THE SCREEN SURGED WITH SUCH FABULOUS SPECTACLE ... THE FAME AND INFAMY OF MAN'S MOST BARBARIC AGE!

IT'S ALL HERE!

The rage of lions in the arena...
The roar of clashing empires...
The epic of heroes, slaves and lovers!

CAST OF THOUSANDS!

FILMED IN EASTMAN **COLOR!**

SPECTACLE TO STAGGER THE IMAGINATION!

SEE! Fearless Warrior Faces Ferocious Lion!

SEE! Pagan Love In An Age Of Pleasure!

starring GIANNA MARIA CANALE · GEORGES MARCHAL · ETTORE MANNI

IN SUPERCINESCOPE · A COLUMBIA RELEASE

Ad No. 503—800 Lines

All material in this pressbook has been approved under the MPAA Advertising Code, a self-regulatory procedure of the Motion Picture Association of America.

STUPENDOUS SPECTACLE OF THE MOST WICKED ERA OF ALL TIME!

THE WARRIOR and the Slave Girl

starring GIANNA MARIA CANALE
GEORGES MARCHAL · ETTORE MANNI
IN SUPERCINESCOPE · A COLUMBIA RELEASE

Ad No. 103—80 Lines

CAST OF THOUSANDS!
EASTMAN COLOR!

THE WARRIOR and the Slave Girl

SUPERCINESCOPE A COLUMBIA RELEASE

Ad No. 102—29 Lines

THE WARRIOR and the Slave Girl

A COLUMBIA RELEASE IN SUPERCINESCOPE · EASTMAN COLOR

Ad No. 101—14 Lines

AMAZING SPECTACLE OF SIN AND SPLENDOR!

He stands astride the world! She lusts for the power of kings! They clash fiercely as an empire of evil and magnificence comes fabulously alive on film!

FILMED IN EYE-DAZZLING EASTMAN **COLOR** WITH A MIGHTY CAST OF **THOUSANDS!**

SPECTACLE TO STAGGER THE IMAGINATION!

SEE! Fearless Warrior Faces Ferocious Lion!

SEE! Pagan Love In An Age Of Pleasure!

SEE! Dungeon Of A Thousand Despairs!

THE WARRIOR and the Slave Girl

starring GIANNA MARIA CANALE · GEORGES MARCHAL · ETTORE MANNI
IN SUPERCINESCOPE · A COLUMBIA RELEASE

Ad No. 502—750 Lines

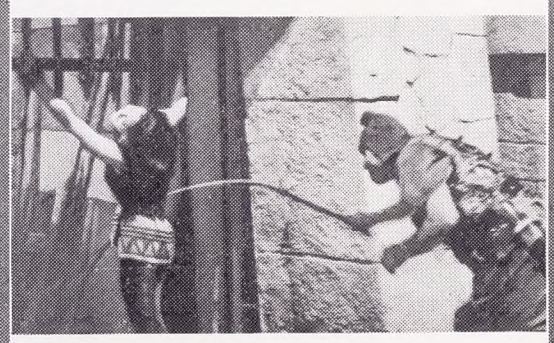
Important!

Be sure to see Ad No. 504 (935 lines) which is shown on the front cover of this pressbook. This same ad is also available in two colors, as Mat No. 504-2X.

SIGHTS BEYOND BELIEF! SPECTACLES SURPASSING DESCRIPTION!!!

SEE! Enraged Gladiators Assault The Royal Palace!

SEE! Pagan Love In An Age Of Pleasure!



SEE! Beautiful Slave A Conqueror's Prey!

SEE! Fearless Warrior Faces Ferocious Lion!

SEE! Jealous Empress Puts Slave Girl To The Stake!

STUPENDOUS SPECTACLE OF THE MOST WICKED ERA OF ALL TIME!

Even a thousand gladiators could not quench her lust for power–until the handsome Roman came–mightiest of them all!

with a cast of thousands... in gorgeous Eastman ***COLOR!***

THE WARRIOR and the Slave Girl

starring GIANNA MARIA CANALE · GEORGES MARCHAL · ETTORE MANNI

IN SUPERCINESCOPE · A COLUMBIA RELEASE

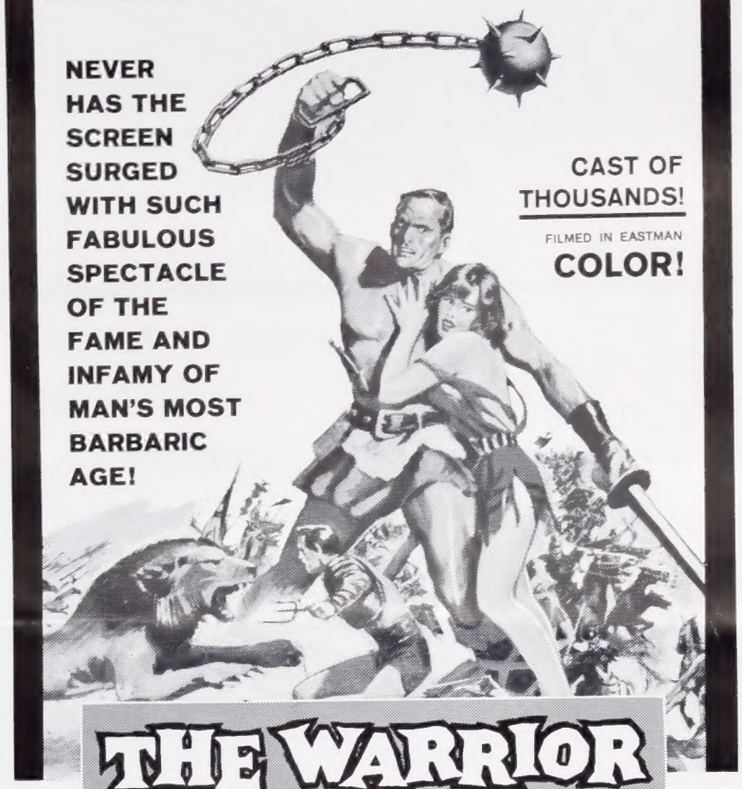
Ad No. 801—2408 Lines

AMAZING SPECTACLE OF SIN AND SPLENDOR!

NEVER HAS THE SCREEN SURGED WITH SUCH FABULOUS SPECTACLE OF THE FAME AND INFAMY OF MAN'S MOST BARBARIC AGE!

CAST OF THOUSANDS!

FILMED IN EASTMAN COLOR!



THE WARRIOR and the Slave Girl

starring GIANNA MARIA CANALE · GEORGES MARCHAL · ETTORE MANNI
IN SUPERCINESCOPE · A COLUMBIA RELEASE

Ad No. 301—360 Lines

AMAZING SPECTACLE OF SIN AND SPLENDOR!

SPECTACLE TO STAGGER THE IMAGINATION!

SEE! Fearless Warrior Faces Ferocious Lion!

SEE! Pagan Love In An Age Of Pleasure!

SEE! Dungeon Of A Thousand Despairs!

He stands astride the world! She lusts for the power of kings! An empire of evil and magnificence comes fabulously alive on film!

FILMED IN EYE-DAZZLING EASTMAN COLOR WITH A MIGHTY CAST OF THOUSANDS!

THE WARRIOR and the Slave Girl

starring GIANNA MARIA CANALE · GEORGES MARCHAL · ETTORE MANNI
IN SUPERCINESCOPE · A COLUMBIA RELEASE

Ad No. 401—420 Lines

THE WARRIOR and the Slave Girl

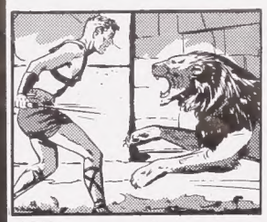
IN EASTMAN COLOR WITH A CAST OF THOUSANDS!
A COLUMBIA RELEASE
SEE HANDSOME MARCUS NUMIDIUS CAPTURE ASCLEPIUS, THE SLAVE GLADIATOR, AND HIS BAND OF COURAGEOUS REBELS!
DESTROY THEIR CAMP! LET NONE ESCAPE!
SEE THE BEAUTIFUL AND TREACHEROUS AMIRA WORK HER EVIL MAGIC ON MARCUS TO OVERTHROW THE BOY KING!
THE BOY IS SICKLY. HE IS NOT STRONG ENOUGH TO BE KING! THAT IS WHY THE PEOPLE ARE REBELLIOUS. SURELY ROME WOULD RATHER HAVE A POWERFUL RULER ON THE THRONE.
SEE ASCLEPIUS TRICKED INTO FIGHTING A FIERCE NUBIAN LION IN A SAVAGE BATTLE TO THE DEATH!
SEE THE BEAUTIFUL SLAVE GIRL ZAHAR AT THE MERCY OF AMIRA'S EVIL!
LET US SEE IF YOUR LOVER CAN RESCUE YOU NOW!

Ad No. 501—205 Lines

STUPENDOUS SPECTACLE OF THE MOST WICKED ERA OF ALL TIME!

He came to her, the greatest conqueror of his time! She thirsted for his love on the day of his destruction!
FILMED IN EASTMAN
COLOR!
WITH A CAST OF THOUSANDS!

SPECTACLE TO STAGGER THE IMAGINATION!



SEE! Fearless Warrior Faces Ferocious Lion!

SEE! Pagan Love In An Age Of Pleasure!

SEE! Jealous Empress Puts Slave Girl To The Stake!

THE WARRIOR and the Slave Girl

starring GIANNA MARIA CANALE · GEORGES MARCHAL · ETTORE MANNI
IN SUPERCINESCOPE · A COLUMBIA RELEASE

Ad No. 402—508 Lines

ALL THE SINS AND SPLENDORS OF A BARBAROUS AGE...FLAME ACROSS THE SCREEN!

THE WARRIOR and the Slave Girl

CAST OF THOUSANDS!
in gorgeous Eastman COLOR!
Until the handsome Roman came, mightiest of them all—not even a thousand gladiators could quench her lust for power!

INCREDIBLE SIGHTS! SPECTACLE TO STAGGER THE IMAGINATION!

SEE! Jealous Empress Puts Slave Girl To The Stake! **SEE!** Enraged Gladiators Assault The Royal Palace! **SEE!** Dungeon Of A Thousand Despairs!

starring
GIANNA MARIA CANALE · GEORGES MARCHAL · ETTORE MANNI
IN SUPERCINESCOPE · A COLUMBIA RELEASE

Ad No. 302—510 Lines

Special Mat No. 1

includes the following three ad mats, two publicity scenes and one exploitation mat:

- **Ad No. 101**
- **Ad No. 102**
- **Ad No. 103**
- **Publicity 1-A**
- **Publicity 2-A**
- **Exploitation 3-A**

FIND 'EM!

Localize your promotion around the selection of the tallest "warrior" and the prettiest "slave girl" you can get. Set up your contest with promoted prizes through:

NEWSPAPER:	Snapshots to be sent in with 100 word essay on teen-agers—"WHY YOUNG MEN ARE TALLER AND HUSKIER AND GIRLS ARE HEALTHIER AND PRETTIER" THAN PAST GENERATIONS."
RADIO:	Set up range of physical statistics — 6 feet to 6 feet 6 inches for "warrior" and 5 feet 2 inches to 5 feet six for "slave girl." Also with snapshots to sponsoring DJ.
SCHOOLS:	Organize upper class high school societies, college fraternity and sororities, for nomination of candidates with class balloting.
CLASSIFIED ADS:	Run in Classified help wanted columns small individual ads "Warrior Looking for Pretty Slave Girl" and "Slave Girl Looking for Handsome Warrior" Send Snapshot to Theater.

When your Warrior and Slave Girl have been chosen, arrange for appropriate costuming and invest your winners with inaugural ceremonies in your lobby conducted by a popular deejay. Have your winners arrive at the theater in sedan chairs, properly bannered and borne by a foursome of husky young athletes. Their arrival should be hailed by trumpeters. (A record of a trumpet fanfare can be substituted over your Lobby PA system).

Your "warrior" and "slave girl" should be used in connection with street stunts, floats, newspaper and radio interviews and at school or College Football and Basketball games.

The local newspapers and in your town should be apprised of the stunt and cooperate via photos and interviews. If possible, arrange for the appearance of the Warrior and Slave Girl on a TV Show.

9-FOOT STANDEE!

Giant-size, show-selling eye-stopper in full-color! Order direct from Sterling Poster and Display Co., 60 W. 18th St., New York 11, N. Y. Send checkor money order for $12.00 each standee; display will be shipped express charges collect.

THE SCREEN'S MIGHTIEST!
THE WARRIOR and the Slave Girl
GIANNA MARIA CANALE GEORGES MARCHAL ETTORE MANNI
SUPERCINESCOPE EASTMAN COLOR

STUNTS

- Set up a small dais in your Lobby, attended by a pretty girl dressed in the costume of a slave girl, as caretaker of an oversized Roman plumed helmet. Alongside is a 30 x 40 sign that explains:

> MEN —
> TRY THIS ON FOR SIZE
> If the helmet fits — THE WARRIOR AND HIS FAVORITE SLAVE GIRL will be admitted to this performance as guests.

- In both directions from your box-office and headed toward it, stencil a pair of bare "warrior feet" and, alongside, a small pair of "slave girl feet."
- Parade a sedan chair carrying a beautiful "slave girl" through your shopping area. The chair should be borne by four handsome, husky youths and bannered to read: "I AM A BEAUTIFUL SLAVE GIRL ON THE WAY TO SEE MY WARRIOR" at the Palace.
- Have a good-looking couple—a young giant 6 foot 6 and a cute little miss about 5 foot 3—walk arm in arm in rapt attention through busy areas, wearing T-shirts: the girl's: "He Is My Warrior"; the man's: "She Is My Slave Girl."
- Don't neglect the drug store and the soda fountains. There are any number of copy variations for "Big Wonderful Chocolate Frosteds For the Warrior and His Slave Girl." Tie in with stills and theater copy.

STORE PROMOTION

Go after a shoe store window, and co-op newspaper advertising, keyed to the sandals worn by "The Warrior and The Slave Girl," with the store offering guest admissions or free sandals to those couples (boy and girl) who can comfortably wear a matched air of sandals shown in window.

ROMAN "WARRIORS"

Many toy departments have available the short sword, shield and helmet worn by the Roman "warrior." Use the set in a gag promotion—for a street ballyhoo with a "slave girl," for visits to TV programs, editors, etc. Don't overlook the pulling and publicity power of a children's costume matinee, with guest tickets and promoted prizes going to the best dressed youngsters.

DRIVE-INS

- Hero sandwiches for "The Warrior" and Roman Pizzas for "The Slave Girl."
- Road Signs: "Hey Warrior!" "Got Slave Girl?" "Take Her to See" "The Warrior and The Slave Girl" "Hi-Way Drive-In Now."
- Use the trumpet fanfare for announcement plugs in a daytime pitch over screen sound system (see lobby disc, page 1).

INQUIRING REPORTER

If your local newspaper or radio station has an inquiring reporter have him put the question to young "warriors" he meets on the street—"What Does Your Ideal 'Slave Girl' Have That Other Girls Don't Have? The question can be put into reverse to the pretty "Slave Girls" as to what their "Happy Warriors" have to offer. The question can also be posed by a popular deejay, having a teenage following, with theater tickets to "The Warrior and The Slave Girl" for the most original post card replies.

Accessories!

• 6 SHEET

• 3 SHEET

• 1 SHEET

• 22 x 28A • 22 x 28B (SLIDE same design) • TRAILER

• INSERT CARD • WINDOW CARD • EIGHT 11x14's

• 40 x 60, 30 x 40, 24 x 60 and 24 x 82 DISPLAYS

• FOUR STILL SETS • SPECIAL COMPOSITE MAT
(12 color stills, 10 uprights, pressbook set, art set)

Comic Heralds

No better promotion medium can be used for "The Warrior and The Slave Girl" than the Comic Herald, a sample of which is inserted in this pressbook. Get the comics into the hands of youngsters through the schools, youth organizations, favorite hang-outs in drug stores and soda fountains, or make a deal with a super-market or chain grocery for distribution with every purchase. Stamp a supply with "Lucky Numbers" and give guest admissions to anyone presenting a Lucky Number herald at your box-office during the run of the picture. Lucky numbers can be posted on a board in your lobby.

$10.50 PER THOUSAND
Including Folding
3 LINE IMPRINT EXTRA
$3.50 First Thousand
$2.50 Each Additional Thousand
WITH IMPRINT

1000	$14.00	4000	$53.00
2000	$27.00	5000	$66.00
3000	$40.00	10,000	$131.00

Mail Your Check or Money Order
With Imprint Instructions—Theatre, Playdate, etc., To:
JOHNSTONE & CUSHING
137 East 57th St., New York, N. Y.
Shipments F.O.B. Buffalo, N. Y. Express Charges Collect

IT WAS THE MOST WICKED AGE OF ALL TIME!

He came to her, the greatest conqueror of his time! She thirsted for his love on the day of his destruction! All the fame and infamy of man's most barbaric age rages across the big screen!
THRILLING DRAMA OF A FABULOUS ERA! MIGHTY CAST OF THOUSANDS!
FILMED IN EASTMAN
COLOR!

THE WARRIOR and the Slave Girl

starring
GIANNA MARIA CANALE · GEORGES MARCHAL · ETTORE MANNI
IN SUPERCINESCOPE · A COLUMBIA RELEASE

Ad No. 403—600 Lines

Ad
No. 202
204 Lines

THE MOST WICKED AGE OF ALL!

He came to her, the greatest conqueror of his time! She thirsted for his love on the day of his destruction!
CAST OF THOUSANDS!
FILMED IN EASTMAN
COLOR!

THE WARRIOR and the Slave Girl

starring GIANNA MARIA CANALE · GEORGES MARCHAL
ETTORE MANNI IN SUPERCINESCOPE A COLUMBIA RELEASE

THE WARRIOR and the Slave Girl

NEVER HAS THE SCREEN SURGED WITH SUCH FABULOUS SPECTACLE OF THE FAME AND INFAMY OF MAN'S MOST BARBARIC AGE!
CAST OF THOUSANDS!
FILMED IN EASTMAN
COLOR!

starring GIANNA MARIA CANALE
GEORGES MARCHAL · ETTORE MANNI
IN SUPERCINESCOPE · A COLUMBIA RELEASE

Ad
No 201
176 Lines

("Warrior and the Slave Girl" Exploitation Mat 3-A)

Artist's version of a scene from the new Columbia Pictures' spectacle in Supercinescope and Eastman Color, "The Warrior and the Slave Girl."

• Color-ins are popular with children, and the mat shown above can be used to advantage via newspaper planting, printing in theatre herald, on supermarket bags, as a package-stuffer, etc. Set up a lobby display of submitted color-ins, in a contest wherein advance audiences vote for "bet," with promoted prizes going to the winners. In addition, work with local schools on a coloring contest aimed at students in the upper grades. Competition can be set up between classes or between boys and girls of the same class for the best set of colored drawings based on key scenes from the picture. A set of ten of these key drawings are available through the Exploitation Department, Columbia Pictures Corp., 711 Fifth Avenue, New York 22, N. Y.

CAST

Amira . . . . . Gianna Maria Canale
Asclepius . . . . . Georges Marchal
Lucanus . . . . . Rafael Calvo
Marcus Numidius . . . Ettore Manni
Zahar . . . . . Mara Cruz

CREDITS

Screenplay by Ennio de Concini, Francesco de Feo, Gian Paolo Callegari; Directed by Vittorio Cottafavi; Assistant Director, Gianfranco Parolini; Supercinescope; Eastman Color; Production Manager, Italo Zingarelli; Production Assistant, Dino Benedetti, Editor, Julio PePna; Cameraman, Mario Pachecho; Camera Operator, Renato Carmassi, Julio Ortas, Sound Technicians, Ivo Benedetti, Jaime Torrens; Art Direction, Antonio Simont, Vittorio Rossi; Musical Score, Roberto Nicolosi; Music Editor, Campi-Nord-Sud; Costume Designer, Enzo Bulgarelli; Decorator, Adele Tosi; Makeup, Anacleto Giustini, Jose Sanchez; Laboratory, Pisorno (Tirrenia); Developing and Printing, Technostampa—Rome; Animal Trainer, Luigi Gerardi; Produced by Virgilio de Blasi; Producing Company, Alexandra P. C.—Rome, Atenea Films—Madrid. A Columbia Release.

STORY

(Not for Publication) **Marcus Numidius, a Roman tribune sent to Armenia to put down a gladiators' revolt, captures the rebels' popular leader, Asclepius. Princess Amira, ambitious to be queen and jealous of Asclepius' popularity, plans his death in the arena by substituting a lion for his human opponent. Marcus helps the triumphant Asclepius crush Amira and her foreign mercenaries. Asclepius, mortally wounded, is buried with honors by the Romans.** ***(Running Time: 89 Minutes)***

(Review)

"The Warrior and the Slave Girl" is the screen's mightiest, an amazing spectacle of sin and splendor in history's most wicked era, filmed in eye-dazzling Eastman Color and Supercinescope. The new Columbia release yesterday surged across the screen of the ..... Theatre with Gianna Maria Canale, Georges Marchal and Ettore Manni heading a cast of thousands.

All the flaring drama and spectacle of the ancient Roman world, the rage of the lions in the arena, the roar of clashing empires, and the epic of heroes and slaves, lovers and libertines, have been encompassed in the new Columbia release.

The lovely Miss Canale, who will be remembered for her Amazon Queen portrayal in "Hercules," plays a princess of ancient Armenia who seeks to be queen even under the Roman rulers of her country. Manni plays a handsome young Roman tribune sent out to crush an uprising led by Marchal. Marchal is a mighty warrior who, when captured by the Romans, astounds them with his feats as a gladiator, and who persuades the Roman tribune as to the justice of his cause.

When Miss Canale makes her bid for power, backed by Scythian mercenaries, Manni makes a dash for the Roman Legion stationed miles away. The Legion rides to save the day in the best screen tradition of the United States Marines.

Miss Canale makes a glittering, if cold, beauty and Marchal is handsome and stalwart as the patriot-gladiator, while Manni embodies the best qualities of the ancient Romans.

"The Warrior and the Slave Girl" is in the best tradition of super-spectacle.

(Georges Marchal)

Georges Marchal, one of France's most popular leading men, who stars with Gianna Maria Canale and Ettore Manni in "The Warrior and the Slave Girl," a Columbia release at the ..... Theatre in Supercinescope and Eastman Color, takes naturally to his current role as a gladiator who rebels against the might of Imperial Rome. Even as a boy, Marchal earned a reputation as a phenomenal athlete, a talent which stood him in good stead in such roles as "The Warrior and the Slave Girl," and "The Affairs of Messalina." Although he had no formal training as an actor, Marchal won acceptance as a member of France's most famous theatrical group, the Comedie Francaise. His first motion picture was made in 1940 and he has since appeared in over 60 films.

(Opening Notice)

"The Warrior and The Slave Girl," thrilling new drama of a fabulous era, in Supercinescope and Eastman Color, stars Gianna Maria Canale, Georges Marchal and Ettore Manni at the ..... Theatre starting ..... The Columbia release, with its cast of thousands, was filmed on location in Italy and Spain and is considered one of the screen's mightiest.

(Prefers Romans)

George Marchal is becoming quite familar with the colorful Roman period. In "Affairs of Messalina" he played the lover of that dissolute Roman empress. Currently, he plays an embattled gladiator-patriot in "The Warrior and the Slave Girl," Supercinescope, Eastman Color spectacle now at the ..... Theatre.

(Screen Spectacle)

The pagan glories of the ancient world, especially imperial Rome, with its grandeur, its splendid fighting men, have oft been celebrated on the screen. "The Warrior and the Slave Girl," starring Gianna Maria Canale, Georges Marchal and Ettore Manni in Supercinescope and Eastman Color at the ..... Theatre is the latest motion picture and probably the mightiest to explore the fabulous spectacle of man's most barbaric age.

Almost since the birth of motion pictures, audiences have been regaled by the super-spectacle. Such grandiose silent productions as "Last Days of Pompeii," "Intolerance" and "Cabiria" were films made on an epic scale, with thousands of extras, indulging in spectacular action with sex and gore serving as additional magnets to attract audiences.

Currently, there again seems to be quite a vogue for the superduper epic. "The Warrior and the Slave Girl" has been brought to the screen with all the lavishness and excitement which was lavished on such other spectacular films as "Quo Vadis," "Caesar and Cleopatra," "David and Bathsheba," "The Robe," "Samson and Delilah" and similar recent screen incursions into the fabulous past. This dramatic type of screen presentation seems destined to be a perennial favorite of movie goers.

(Gianna Maria Canale)

Gianna Maria Canale, the Amazon queen of "Hercules," is by now used to playing regal females. Currently, Miss Canale stars as a beautiful, if wicked, princess of ancient Armenia during the Roman occupation, in Columbia Pictures' fabulous spectacle in Supercinescope and Eastman Color, "The Warrior and the Slave Girl," at the ..... Theatre. Georges Marchal and Ettore Manni co-star with Miss Canale.

Miss Canale started her entertainment career via the traditional route: she won a "Miss Italy" title. Her beauty made her a natural candidate for motion pictures.

She has appeared in "Spartacus," "The Slave Empress," "Napoleon," "The Slaves of Carthage" and, most recently, was seen as Queen of the Amazons in "Hercules." Gianna went to Hollywood to star with Van Johnson in "Go for Broke" and teamed with John Derek in "The Pirate of the Half Moon." She has also appeared in "The Silent Enemy," and in "The Whole Truth," starring Stewart Granger, George Sanders and Donna Reed.

(Mat 1-A; Still No. Art 7) **The warrior fights for the slave girl in Columbia Pictures' spectacular "The Warrior and the Slave Girl," in Supercinescope and Eastman Color.**

(General Advance)

An amazing spectacle of sin and splendor in history's most wicked era, "The Warrior and the Slave Girl," starring Gianna Maria Canale, Georges Marchal and Ettore Manni in Supercinescope and Eastman Color, opens ..... at the ..... Theatre. A Columbia release, "The Warrior and the Slave Girl" is said to be in the great screen tradition of spectacles set in the ancient Roman era.

Miss Canale, the lovely Italian actress who played the Queen of the Amazons in "Hercules," this time is seen as a princess of the ancient Armenians who have been subjugated by Imperial Rome. Marchal, who played a Roman in "Affairs of Messalina," is cast as a n Armenian fighter-patriot forced by the Romans to become a gladiator. Manni plays a Roman tribune, sent to crush the Armenian uprising, who is won to sympathy by Marchal and leads his Legions to the aid of the Armenian's and their warrior leader.

Highlights of "The Warrior and the Slave Girl" include the climactic battle between the Roman Legion and Scythian mercenaries, the uprising of the Armenian slaves against their Roman masters, the dungeon of a thousand despairs, the battle of the gladiator against a ravenous lion, and a poison plot.

"The Warrior and the Slave Girl" was filmed on location in both Italy and Spain. A cast of thousands is seen in support.

(Mat 2-A) **Vengeful warriors battle for the love of a slave girl in Columbia Pictures' action drama "The Warrior and the Slave Girl," in Supercinescope and Eastman Color, with a cast of many thousands.**

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